

Wisconsin



Wisconsin Broadcasters Association

WISCONSIN

Wisconsin Broadcasters Community Services

Small Market

WRCO-AM/FM in Richland Center helped a local cancer-fighting organization collect more than \$150,000 during the second annual Walk with Grace. The August walk attracted more than 1,300 people for a night of charity, remembrance and healthy fun. As one of the principal sponsors of the event, WRCO aired public service announcements to encourage people to sign up, broadcast live from the walk throughout the night, and loaned its on-air talent to handle emcee duties. The Walk with Grace supports the work of Greater Richland Area Cancer Elimination, Inc., a local charity that provides services to cancer patients in the area while funding research at the University of Wisconsin Comprehensive Cancer Center in Madison and Gundersen Lutheran Hospital in La Crosse.

Medium Market

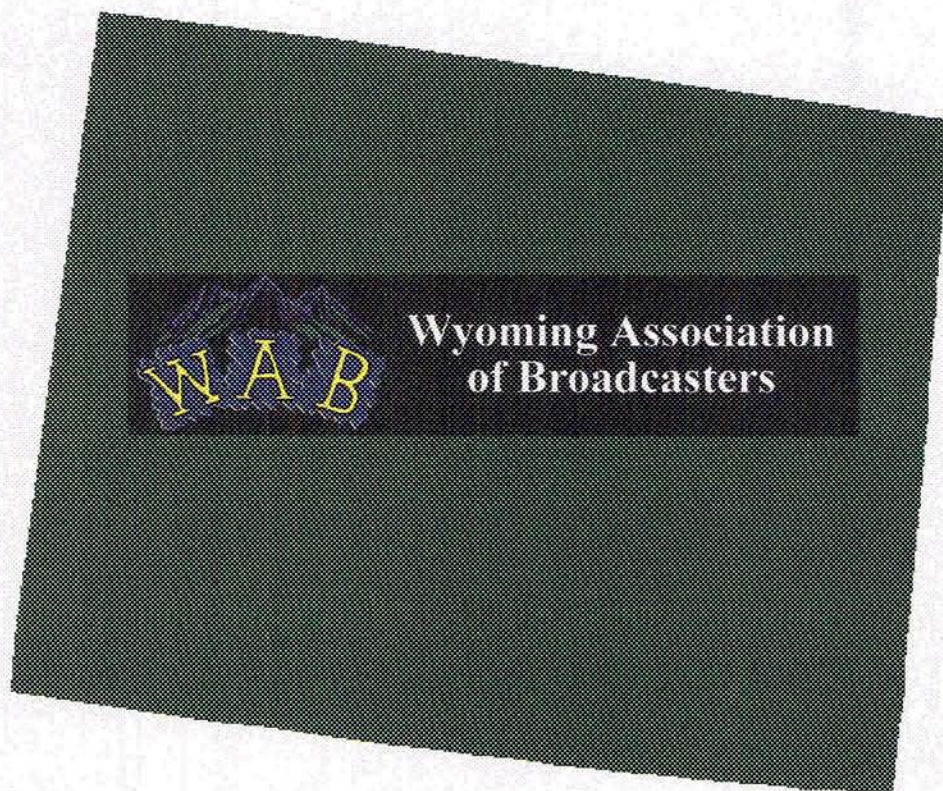
It's another Monday morning at the La Crosse Radio Group. There is a real enthusiasm among the team here at our five radio stations. Over the weekend a new event for our community was announced. For the first time in over 30 years our community will host a marathon. While the event won't be held until 2009, promotion begins now with tips on how to train for a marathon and generally live a healthy life style. This is important to our community because we have the image of an unhealthy, heavy drinking community and most of the existing community events involve alcohol consumption. The goal is to help create a healthier community and help the economy by bringing runners to our area.

Our radio group was at the announcement of the event and already has information broadcast on our stations and links on our websites. One of our team has volunteered to serve on the publicity committee. We are working out a year long broadcast schedule for community members putting this effort together.

Large Market

During the first weekend in March, WBAY-TV in Green Bay marked the 51st anniversary of the longest-running telethon in the nation by raising \$940,000 for Cerebral Palsy, Inc. of Green Bay. Throughout Saturday evening and all day Sunday, the station was on the air with entertainment (including a concert by country star Pam Tillis) and non-stop appeals to viewers to call in with their pledges for the charity. Among the gifts: more than \$30,000 from a group of fifth graders who went door-to-door to ask for donations. Cerebral Palsy, Inc. provides services such as occupational, physical and speech therapy for children and adults with a variety of disabilities.

Wyoming



Wyoming Association of Broadcasters

WYOMING

SHERIDAN COUNTY SHERIFF'S OFFICE

54 West 13th Street
Sheridan, Wyoming 82801-2664

★

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Phone (307) 672-3455
FAX (307) 672-7293

DAVE W. HOFMEIER
SHERIFF

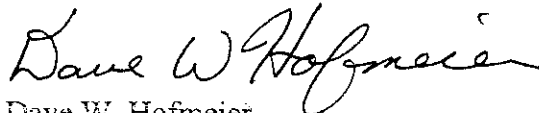
Sheridan Media
Box 5086
Sheridan, WY. 82801

Dear All,

Now that the "Snow Storm of March 2007" has been put behind us, we wish to send a big thank you for all your assistance. Times like these remind us why we live in this great state. No matter what role you played in helping others "weather the storm" the outcome would not have been nearly as successful had you not been a part of the whole operation.

Our community has shown that in emergency situations we are able to pull together and offer assistance to those who need it. The Sheridan County Sheriff's Office wants to again express our gratitude to the many wonderful organizations and citizens who helped this potentially disastrous situation have a positive conclusion.

Thanks again,

A handwritten signature in black ink that reads "Dave W. Hofmeier". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Dave W. Hofmeier
Sheridan County Sheriff

SHERIDAN COUNTY SHERIFF'S OFFICE

54 West 13th Street
Sheridan, Wyoming 82801-2664

★

DAVE W. HOFMEIER
SHERIFF

★

Phone (307) 672-3455
FAX (307) 672-7293
TDD Relay 711

March 17, 2008

To Sheridan Media,

The Sheridan County Sheriff's Office and the Sheridan Area Search and Rescue would like to personally thank you for your assistance in the Shorty Jackson search. Your expertise and professionalism was invaluable in assisting us with the search. Again thank you for your time and service.

Yours Truly,

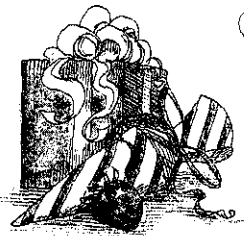

Sheriff Dave W. Hofmeier

To all the gals & guys
at Sheridan Media

I just want to tell you
Thank you for the great
radio! I love it! I really
like the older country songs.

Still trying to find the older
Classic songs 50's-60's after all
that was my generation! And of
course "Elvis" I will still listen
to BoB, Treva & Margie in the
mornings. You guys are great.
Thanks again.

Alvie F. Hepp



Mike
Dug

Joan
Berry

Alison
Goss

Kristin Kelly

Betsy Goss

Alison Goss

Kim Deacon

Karyn Clark

Kim Deacon

Thank
you!
Cathy
Cooper

AAA

Thanks
LEON &
SCHATZ

Dear Sheridan Media,

Thank you so much for
your help advertising the
Beds Along the Bighorns
Bed Races. We really appreciate
your support for events like
this and year around.

Thanks again,

The Sheridan Jaycees

Janice C. Martin

Julie
Rosenhoover

Robert Tilden

Ally

Sheridan Media,

I would like to thank you for
supporting 4-H by buying my Market
Lamb. Your donation is greatly appreciated
by me and the rest of 4-H.

Thank you,

Bailey Lenhart

Dear Jim,

3/9/07
Thank you very much for your in-kind
donation of radio advertisements. I had
people everywhere telling me "I heard you
on the radio!" It was great publicity
for Big Brothers Big Sisters and our event.

Thank you,

Adam Fitch
BBBS

WYOMING SENIOR OLYMPICS

P.O. Box 937, Sheridan, WY 82801
307-673-0000



August 6, 2007

Mr. Kim Love
Sheridan Media
P. O. Box 5086
Sheridan, WY 82801

Mr. Love,

I am writing on behalf of the Host Committee of the Wyoming Senior Olympics to express our gratitude for the excellent media coverage your stations provided for the Olympics just completed in Sheridan.

We were welcomed to Public Pulse and the Coaches Corner prior to the start of the Senior Olympics and announcers Mary Jo Johnson and Bob Grammens and Sports Director Trevor Jackson talked about the Olympics several times during the Morning Show. On his sports program, Trevor Jackson provided dates, registration and contact information many times.

Joan Bennet, of our Host Committee, cut Public Service Announcements that were run very frequently and at prime times.

The Wyoming Senior Olympics hosted by Sheridan were a success by any measure. More athletes participated (475) than in any of the 20 previous Wyoming Senior Olympics. Most satisfying was that 212 Sheridan County residents participated.

Our success would not have been possible without informing people in our area what the Olympics were about and how to participate. Sheridan Media and your staff contributed significantly in getting this done! Clearly you reach the people of the Sheridan area!

Thanks again to you and your staff for helping us make the Wyoming Senior Olympics a success!

Sincerely,

A handwritten signature in cursive script that reads "Roger Wilson".

Roger Wilson, WSO Secretary

SHERIDAN

The proactive voice of local business
working for the promotion, protection
and prosperity of our members.

Wednesday, February 27, 2008

Russ Davidson
Sheridan Media
P.O. Box #5086
Sheridan, WY 82801

Dear Russ,

On behalf of the Sheridan County Chamber of Commerce Education and Workforce Development Committee I would like to thank you for taking time out of your workday to provide a wonderful educational and real life opportunity for the students of Sheridan County.

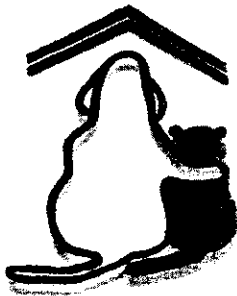
Job Shadowing has proved to be a terrific learning device for all involved, one that the mentors and those mentored will not soon forget. I cannot tell you how many people I have heard say, "when I did my job shadow in high school . . ." This experience is a lasting one that provides the students with many tools necessary for their success.

Without your expertise and unending commitment to the youth of Sheridan County we could not do what we do. Thank you for your support.

With gratitude,



Erin Butler
Program Coordinator
ebutler@sheridanwyoming.org



DOG & CAT SHELTER

84 East Ridge Road • Sheridan, WY 82801 • (307) 674-7694 • Fax (307) 672-6409
e-mail: dogncat@fiberpipe.net • www.dogandcatshelter.org
IRS #501(c) 3 Non-Profit Group • Federal I.D. #83-0211418

Our mission is to provide a shelter where unwanted and abandoned dogs and cats
can be humanely housed until adopted to qualified homes.

November 7, 2007

Sheridan Media
P. O. Box 5086
SHERIDAN, WY 82801

Dear Sheridan Media Staff,

On behalf of the Dog and Cat Shelter, I would like to thank you for sponsoring Pet-O-Ween, which raised \$932.15 for the Shelter. We are truly grateful for your support and that of many other generous people who care about animals that others have abandoned.

The last couple of months have brought us orphan after orphan. We received a litter of three-week-old puppies whose mother had been killed by a car. The pups were absolutely starved and had the worst case of roundworms I've ever seen. It took three doses of wormer, spaced ten days apart, to rid them of the worms that were taking their badly needed nourishment. Bottle-feeding them formula did not provide enough calories, so we fed them a balanced raw meat diet, hand-feeding each puppy every two hours for a good two weeks until it was strong enough to eat on its own. Staff took turns taking the puppies home with them at night so they didn't miss a meal. It was a month before they were strong enough and had enough teeth to eat regular dry puppy food. Two pups didn't survive, but the remaining five are thriving and were spayed or neutered and have been adopted.

We've been luckier with our orphan kittens. Several mother cats were that had either come in with kittens or given birth here were willing to take extra babies and raise them along with their own, so staff only had a couple of litters of kittens that they packed around night and day. That was a real blessing, as for the last four or five months we have continually had over 100 kittens, too young or small to be spayed or neutered and put up for adoption, growing up in areas of the Shelter that aren't open to the public.

Seeing the dedication of my staff, and the hours they put in trying to save the lives of all our orphans, made me especially proud. It takes special people to work here, because many babies have been exposed to disease or stressed terribly before they arrive here, and die even with the best of care. We never give up, though, and your support means a lot to us.

No goods or services were received in return for this contribution.

Sincerely,


Cel Hope
Director

***Mankind's true moral test, its fundamental test (which lies deeply buried from view),
consists of its attitude towards those who are at its mercy: animals.
And in this respect mankind has suffered a fundamental debacle,
a debacle so fundamental that all others stem from it.***
Milan Kundera, *The Unbearable Lightness of Being*, 1984



Volunteers of America®

WYOMING & MONTANA

•Substance Abuse Treatment•Homeless Services•Youth Services•Adult Correction Services•
•Affordable Housing Services•Community Enhancement Services

January 9, 2008

Dear Kim, Jim, and all the other "elves" at Sheridan Media,

You folks did it again! We are so grateful for your generosity on behalf of the needy foster children/youth in our care. Thanks to you, each child/youth received a gift/gifts amounting to \$75. The parents did the purchasing, and I have received receipts that account for \$975 (13 children/youth).

I realize also that Sheridan Media worked mightily on behalf of numerous other children and families during the Christmas season. This is truly a "ministry" to the community.

It is our sincere hope that each of you will have a blessed and profitable 2008.

Sincerely,

Gary E. Kopsa, Foster Care Coordinator Volunteers of America Wyoming & Montana

Administrative Office

PO Box 6291, 2 N. Main St. Suite 201; Sheridan, WY 82801

E-mail: voa@voawy.org Web Site: www.voawymt.org

Tel: 307-672-0475 Fax: 307-672-0476

December 2007

Mr. Kim Love
Sheridan Media

Dear Kim and Associates:

The Kalif Shrine Klowns thank you for your assistance in making it possible for 887 kids to enjoy the annual Kalif Klowns Kids Christmas Party and enjoy a day with Santa.

You were a very important part of this great event and we thank you.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bob Gould", with a long, sweeping flourish extending to the right.

Bob Gould
Kalif Shrine
Christmas Promotion

cc: Jim Schellinger

Thank you for the gifts.

Angel

Dear Sheridan Media staff-

Our family would like to thank you for being so generous this holiday season. Angel loved everything he received. The gas card will help out in our upcoming trips to Billings and Denver. Again, Thank you very much. Your generosity has been great, we appreciate it.

Thanks-

Becky, Tyur, & Angel

Sheridan, Wyo.
1153 B Avoce Ct.
Dec. 20, 2007

Sheridan Media:

Thank you so much for
the gift basket. It was
a wonderful gift and is
deeply appreciated.

I think Sheridan is a
great place to live and be
sure everyone is
remembered. Thanks.

Again. Florence Wette.

My sincere Thanks to All
for what you did for me
and my family. THANK
you for the donations that
help bury my mom and
sister from Brownsville, Texas
to be with me for the
Holidays since my husband
pass away Dec. 6 from
cancer and I didn't have
any family here. you
have help me through a
most difficult time. your
generosity was most appreciated
may you all have a
happy holidays

12/07
To Radio
Station

For All Your
Wonderful Assistance,
It Has Been Thoroughly
Appreciated!

Thank you
Again
Maire Eskew
and Gonzalez
family

Frank and Kirei Staff -

Thank you for your wonderful
advertising. We had 400 people
attend our festival & the
majority said they heard it
on the Radio! We only had
150 - so our numbers were
up! Thank you also for packing our
sled in and out we actually
had 8 sleds besides the one we
made. Thank you again - Lou Wynn
& The Wynn
mission

*KRAI,

Thank you all so much for
your generosity and support
during the 2020 Holiday Drive.

Your hard work and dedication
has enabled our agency to
continue assisting victims of crime
and trauma in our community.

Thank You

For

Your support

Angie Sparks

Pat ~~Trimmer~~

Karen Aragon

Patty Moradizog

Radio station personnel sorting coats for distribution to the coat bank.



Event Name: Coats for Kids, November/December 2007

Benefiting Group: The needy children of Sweetwater County.

Primary Organizer

Description: Coats For Kids is an annual fund-raiser created and implemented by our radio station group to provide warm coats to needy children in Sweetwater County, Wyoming. The program partners with local businesses, a local department store, and the county coat bank to reach the kids most in need of cold weather gear. Here is how it works:

- The station recruits a corporate sponsor (in 2007 our sponsor Halliburton) who invests in the program by providing a collectors ornament for people to buy to generate income for the program. The ornament has the year, the Coats for Kids logo, and the corporate logo printed on it.
- Local businesses agree to sell the ornaments for \$5.00 each to the general public. The money generated from the sale of the ornaments is used to offset the expense of the coats. In 2007, the ornament sales generated \$2,240.00.
- A local department store sells children's coats to the radio station in a variety of sizes at a drastically discounted price. In 2007 the 100 coats cost \$2,668.92.
- The radio station collects the coats from the department store and delivers them to the local Coat Bank for general distribution.

On-air support prior to event: The station ran 30 minutes of PSA's promoting the ornament sales before the event.

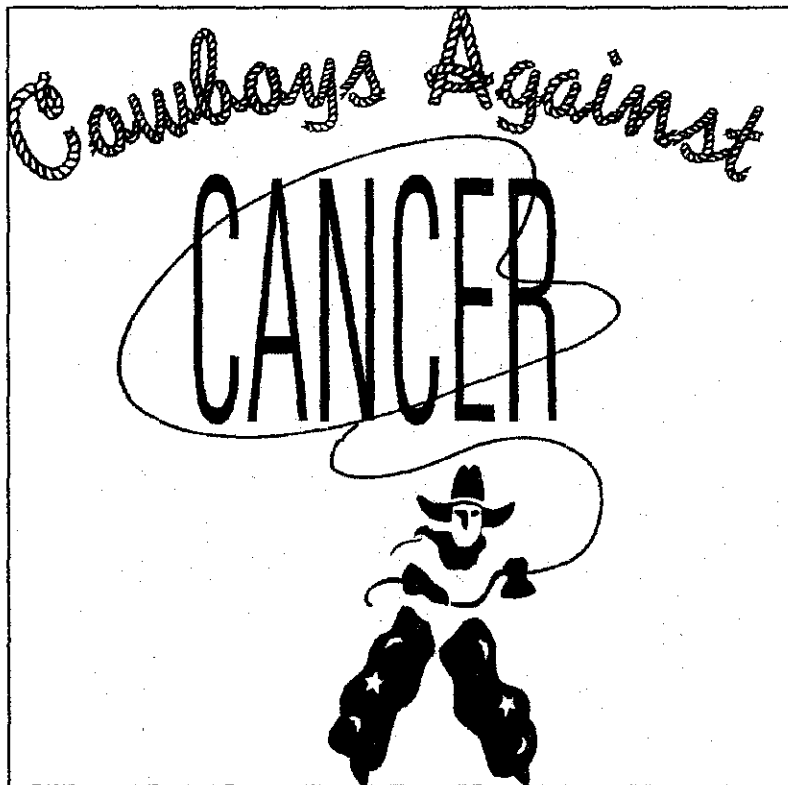
On-air support during the event: During the month long ornament sale KUGR ran 300 minutes of promotional PSAs. Our morning personalities promoted the effort on their show.

Online support: The web site featured a list of businesses selling the ornaments and information about the local Coat Bank. There was also an article in the newsletter generated by the radio station.

Total Staff hours: 75

Event result: 100 new coats were delivered for distribution to needy children to the local Coat Bank.

Cowboys Against Cancer is a local organization founded to meet the immediate financial crisis of local cancer victims. Because of the nature of our rural community, many cancer victims have to travel three hours to a major metro area for treatment or surgery. The added expense of staying in the city while receiving outpatient care which is not covered by most health plans is cost prohibitive for many people who find themselves seriously ill. Cowboys Against Cancer tries to help with these expenses through a grant program that is easily accessed and applied for by cancer patients or their families. The monies raised come from private donations and the annual banquet and auction held in the Fall. The Radio Network gives Cowboys Against Cancer ongoing support in their mission to help meet the need in our community. In addition to on-air announcements, two staff members are on the Board of Directors and attend all the event planning meetings. One of the KUGR staff members does the organization website. We had other staff members that volunteered time to solicit auction items and help set up the event. The 2007 banquet raised over \$250,000.00 with the help of KUGR's staff which donated 250 hours of volunteer time.



Dear Al + Faith,

I would like to thank you again for helping us celebrate Staff Appreciation Week at Washington Elementary.

Reading our students' notes and coming to school to talk with them made the entire week truly special. We really appreciate your support of our school!

Sincerely,
Javier Canullo
Washington PTO

Dear Al & Faith, 2-12-08

Thank you so much for letting us promote the CDC and children reading to dogs on your morning show. As nervous as I was initially, you really made it fun.

You're invited to read to Hattie anytime!

Thanks again!

Kari Bollig & Hattie

WOOF! 

The Radio Network,

Thanks to all of you

guys for helping us out with

the Radio Telethon Project. Because

of your generosity + the money

we all raised together! We have

been able to help our soldiers

+ there families. And that was

our goal! Friends of Military Families

Thanks again

for your

support!

Cynthia Moore
Patricia Taekle

Arbiter Corong

Dear Al

The Fall Festival of the Cota
committee would like to
thank you for having us

on the morning show.
Your support is appreciated.

We feel it was a successful

event and hope to do it
again next year. Sincerely
Angie

Dear Steve & Faith,
We thoroughly enjoyed
the radio broadcast of
Sam Harrison yesterday!
The experience really
helped promote the
importance of teaching and
the key-roles of the church
into participation. They'll
remember this experience
long after Harrison's class!
Thanks again! Love



Thanks
Charlotte

Thanks
Coach
Lance

Thanks
Morgan

Thanks
Miss
Kul'in

Thanks
Coach
Boyd

Thanks
Coach
Crazy

Thank
You
Jordan
Giles

Thank
You
Coach
Giles

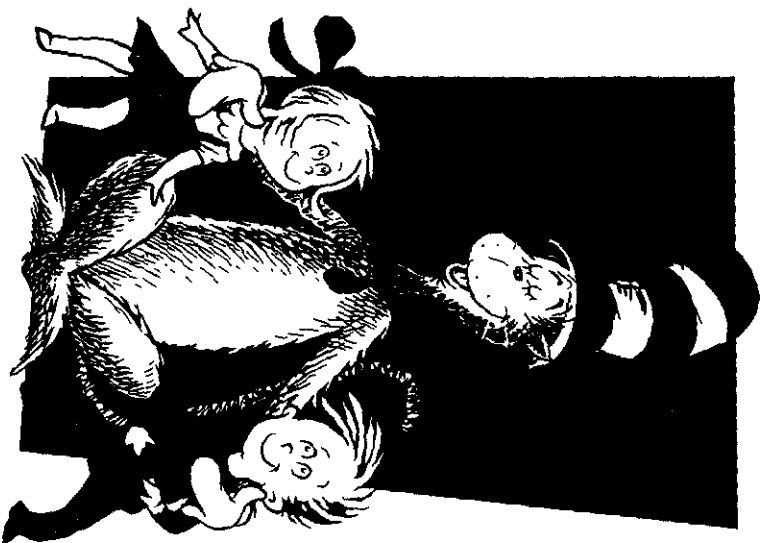
Thank
You
Springs

Thank
You
Coach
Giles

Thank
You
Coach

Thank
You
Coach

Thank
You
Coach



All for you-
Thanks!

Thank you, all! With
and all the rest of
you for celebrating
Dr. Seuss' birthday with us.
"Oh, the Places You'll Go!"
was fabulous, all. Thank
you so much, Nicki-Rose